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SFIC LAUNCHES SUSTAINABILITY FURNITURE MARK PROGRESSIVE FRAMEWORK FOR HEALTHY INDOOR ENVIRONMENTS

Progressive Framework equips furniture enterprises to meet growing global demands for healthier indoor environments

SINGAPORE, 29 October 2026 — Singapore Furniture Industries Council (SFIC) today announced the **launch of the Sustainability Furniture Mark (SFM) Progressive Framework**, supported by Enterprise Singapore (EnterpriseSG). The SFM Progressive Framework provides companies with a structured, three-stage pathway to identify their sustainability gaps and progressively build the capabilities needed to achieve the SFM. Refer to Annex A for details.

Companies that adopted the SFM have reported positive business outcomes. Scanteak reported an increase of around 10% in its sales closure rate, while Speco saw increased opportunities to pitch its green solutions to industry players and explore how it can help them meet requirements for greener, healthier buildings. Refer to Annex B for details.

The SFM Progressive Framework was officially launched by Guest of Honour **Ms Sim Ann, Second Minister for Foreign Affairs and Second Minister for Home Affairs, and SFIC Patron**, during the SFIC Annual Industry Dinner on 29 October 2026. The dinner was attended by over 200 representatives across building, design and retail industries as well as Trade Associations and Chambers (TACs). Ahead of the launch, seven Memorandums of Understanding (MOUs) were signed, and the Sustainability Playbook for the Furniture Industry, developed by EnterpriseSG and SFIC, in partnership with Ernst & Young, was launched at SFIC's Annual General Meeting on 28 October 2026.

"For our industry, sustainability must be something businesses can put into practice, regardless of where they are in their journey," **Mr Joshua Koh, President, SFIC**, said. "The SFM recognition has laid an important foundation by recognising low Total Volatile Organic Compounds[1] (TVOC) emission furniture products. With the SFM Progressive Framework, we are taking the next step – helping companies build the knowledge, technical capabilities and confidence to make better material choices, strengthen their practices and meet changing market expectations. By bringing partners across the value chain together, we hope to make healthier and more sustainable living environments an achievable goal for more businesses, while strengthening the competitiveness of Singapore's furniture and furnishings industry."

With national regulatory attention shifting toward formaldehyde[2] and TVOCs, companies and suppliers need to stay ahead of evolving indoor air quality benchmarks. According to Building

[1] Code of Practice for Environmental Control Coordinators 6th edition, NEA.
[2] Formaldehyde in Interior Building Products, NEA.

and Construction Authority (BCA), city dwellers spend up to 90% of the time indoors,[3] making indoor air quality critical for one's wellbeing. It is also vital for consumers and corporate buyers to pay close attention to regulatory standards as it helps inform them of benchmark levels to maintain healthy levels and avoid health risks that ventilation alone cannot solve.

Building capabilities to turn sustainability into practice

To help companies capture these opportunities, the SFM Progressive Framework provides a staged pathway from understanding sustainability requirements to developing capabilities and strengthening readiness to meet buyer expectations. The three stages cover product and material requirements, responsible business fundamentals, sustainability data and reporting. Refer to Annex A for the framework stages.

Complementing the framework is the Sustainability Playbook for the Furniture Industry, developed by EnterpriseSG and SFIC, in partnership with Ernst & Young. Designed as a self-help guide for companies at different stages of their sustainability journey, the Playbook provides actionable guidance, tools and industry case studies across the furniture value chain. Refer to Annex C for details.

Together, the framework and Playbook will help companies assess their practices, identify areas for improvement and take steps towards stronger sustainability performance. By building the pool of companies able to supply products that meet SFM requirements, SFIC aims to help the industry respond to buyer demand and compete for business on a stronger footing.

Ms Cindy Ngiam, Director, Retail, EnterpriseSG, said, "Sustainability is fast becoming a mark of quality in furniture and furnishings – consumers are seeking furniture that is safe and responsibly made, while corporate buyers are raising the bar in procurement standards. Companies that move early to meet these expectations will be better positioned to earn customer trust and capture emerging business opportunities. Enterprise Singapore and SFIC are working together to help committed companies build the capabilities to make this shift. Together, the SFM Progressive Framework and the Sustainability Playbook for the Furniture Industry will help more companies turn sustainability into a competitive edge – strengthening their product offerings and driving growth in Singapore and beyond."

Growing demand through partnerships and recognition

SFIC will drive initiatives to build demand for SFM-recognised products. These include partnerships across the value chain, planned agreements with specifiers to recognise SFM-recognised products through the SFM One Leaf and Two Leaf system (refer to Annex A for details), and social media campaigns with key opinion leaders (KOLs) to be developed in 2027.

[3] Greener buildings, better health, BCA.

The planned specifier agreements aim to encourage recognition of SFM-recognised products in material selection and project specifications, creating pathways to B2B procurement opportunities. The KOL campaigns will seek to increase consumer awareness and understanding of SFM, helping consumers recognise marked products and consider them in purchasing decisions.

The seven MOUs signed on 28 October 2026 provide a foundation for outreach, knowledge sharing and potential business connections across the furniture, design, renovation, building materials and retail sectors:

- **United Nations Global Compact Network Singapore (UNGCNS)**: Mutual promotion of UNGCNS' LowCarbonSG initiative, SFM and the SFM Progressive Framework to raise awareness and encourage participation across the organisations' member networks.
- **Society of Interior Designers (Singapore) (SIDS)**: Programmes to strengthen technical knowledge and sustainable furniture and material selection and specification, alongside opportunities for members to exchange expertise and explore collaborations.
- **Bilateral MOU between SFIC and Singapore Retailers Association (SRA), Franchising and Licensing Association (FLA), Singapore Renovation Contractors and Material Suppliers Association (RCMA), and Singapore Building Materials Suppliers' Association (SBMSA), Singapore Fashion Council (SFC) respectively**: Promotion of awareness and adoption of the SFM Progressive Framework, and connections between member companies to explore potential business and procurement opportunities.

"The SFM Progressive Framework provides a platform to deepen our designers' understanding of sustainable furniture and materials. Through our collaboration with SFIC, SIDS aims to strengthen specification competencies and equip practitioners to make more informed choices, balancing sustainability considerations with professional judgement and design excellence to create healthier indoor environments that support occupant wellbeing," said **Mr Fann Zhi Jie, President, SIDS**.

Through the SFM Progressive Framework, SFIC is bringing together

1. industry standards,
2. market development and
3. capability building

to support a more competitive furniture and furnishings industry.

Manufacturers, designers, retailers and suppliers are encouraged to participate, strengthen their practices and explore opportunities across the value chain.

For more information on SFM, the Progressive Framework and the application process, visit www.singaporefurniture.com.

For more information on the Sustainability Playbook for the Furniture Industry, download it here.

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For more information or request for media interviews, kindly contact:
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About SFIC

Established in 1981, the Singapore Furniture Industries Council (SFIC) is the official representative body of Singapore's furniture and furnishings industry.

With over 300 members spanning four key clusters — manufacturers/interior fit-out specialists, retailers, designers, and materials/components/service providers — SFIC represents a sector with a collective global footprint in more than 80 countries.

As an aggregator and multiplier in the furniture ecosystem, we help members stay future-ready and globally competitive through internationalisation, innovation, networking and capital development initiatives. We also nurture the next generation of industry leaders through the SFIC Young Leaders Chapter.

SFIC Institute, the Council's training and talent development arm, offers a comprehensive range of courses, masterclasses, consultancy services, and job placement programmes for the furniture ecosystem and built environment sectors.

We also represent Singapore in the ASEAN Furniture Industries Council (AFIC), fostering stronger intra-ASEAN collaboration and advancing the region's collective competitive advantage in the global marketplace.

Visit www.singaporefurniture.com for more information.

Annex A

Overview of SFM Progressive Framework

The Sustainability Furniture Mark (SFM) Progressive Framework helps companies in the furniture, furnishings and fit-out industry assess sustainability gaps, build practical capabilities and prepare for evolving consumer, supply-chain and corporate buyer expectations.

THREE STAGES OF PROGRESSION

STAGE	FOCUS	WHAT COMPANIES WORK TOWARDS
01 DISCOVER	Self-diagnosis	Assess current sustainability practices and identify priority gaps through a practical gap analysis.
02 BUILD	Capability building B2C readiness	Strengthen capabilities in healthier indoor products and materials, responsible business practices and basic greenhouse gas (GHG) understanding. Progress is supported by assessment and evidence of practical action.
03 SCALE	Buyer readiness B2B readiness	Prepare to meet corporate and other buyer expectations through stronger documentation, sustainability communication and responsible supply-chain fundamentals. Progress is supported by assessment and evidence of practical action.

INTENDED INDUSTRY OUTCOMES

BUILD: Grow the pool of suppliers equipped to offer healthier indoor products and materials, with potential opportunities for eligible participants to join SFM-related visibility and promotional campaigns.

SCALE: Develop a stronger pool of buyer-ready suppliers, with the longer-term ambition of encouraging corporate buyers to consider SFM in their procurement criteria.

HOW IT RELATES TO EXISTING SFM RECOGNITION

The Framework complements, rather than replaces, existing SFM One Leaf and Two Leaf product recognition for low-formaldehyde and/or low-total volatile organic compound (TVOC) products. While the existing SFM recognises qualifying products, the Progressive Framework provides companies with a structured three-stage pathway to progressively build the capabilities needed to work towards achieving the SFM, while translating sustainability readiness into business opportunities.

ESTABLISHING INDUSTRY BENCHMARKS TO BUILD BUYER CONFIDENCE

A core part of the framework is the development of a common industry standard that gives companies a clear benchmark to work towards and helps buyers make informed choices. Building on SFM recognition for low-formaldehyde and low-TVOC furniture products, the framework supports companies in understanding product and material requirements, strengthening documentation and communicating product credentials more clearly.

For corporate buyers and specifiers, a recognised benchmark can support product selection and procurement decisions. For consumers, it provides a clearer basis for identifying recognised products. By giving both groups greater confidence in the product attributes covered by SFM, SFIC aims to help companies demonstrate value and compete on credible product credentials.

Annex B

Company case studies

- Scanteak: Building customer trust and supporting sales

Scanteak reports that SFM has served as both a conversation starter and a sales conversion tool. Recognition of its products' low formaldehyde levels gives customers reassurance about product quality and provides a visible symbol of trust and reliability. The company reports that this has helped increase its sales closure rate by around 10%.

Scanteak has also integrated sustainability into its production processes through responsible material sourcing and more efficient use of resources. By maximising material utilisation and reducing production waste, the company has created additional product offerings for consumers. Its experience illustrates how sustainable practices can support customer confidence, resource efficiency and product development.

- Speco: Meeting demand through greener solutions and innovation

Speco reports that demand for its green solutions has increased by 60% since 2024. This growing demand encouraged the company to adopt the SFM. Through SFM, Speco has had opportunities to pitch its green solutions to industry players and explore how it can help them meet requirements for greener, healthier buildings, particularly projects pursuing green building certifications.

The company's research and innovation have also led to new, more cost-competitive products. Speco reports that these products offer improved sustainability attributes and have been tested to be more effective. Its experience illustrates how sustainability-targeted innovations can help companies respond to market requirements while improving their product offerings and cost competitiveness.

**Figures and product performance statements in these case studies are based on information provided by the respective companies.*

Annex C

Overview of Sustainability Playbook

The Sustainability Playbook for the Furniture Industry aims to guide furniture companies in improving their sustainability practices, starting with steps to identify sustainability topics that are important to their operations, and suggest actions that they can understand to begin and deepen their sustainability journey.

The Playbook covers implementation steps, sector-specific case studies, and sustainability-related resources. It highlights practical actions across six different segments of the furniture value chain from design to end-of-life, underpinned by strategy setting and operationalisation which are foundational to any company.

Strategy

- Set overall direction, business goals, and ambition for sustainability. Define priorities, targets, and resource allocation across the business for long-term competitive advantage and resilience, and set up monitoring mechanisms for accountability

Operationalisation

- Set up proper data governance, including clear employee roles and policies for information and data management, and ensure traceability of information and disclosure for knowledge management
- Dedicate training to build capabilities in sustainability

Value Chain

- **Design**: Design furniture with sustainability in mind through reducing material waste, ensuring safe consumer use, and prioritising durability and circularity
- **Source**: Leverage alternative sustainable materials and work with sustainable suppliers that align with requirements established in the sustainable procurement policy
- **Make**: Improve energy efficiency in manufacturing activities, and enhance resource use through reducing waste and material inefficiencies
- **Distribute**: Strengthen logistics efficiency by optimising delivery routes and using more sustainable transportation, and ensure safe working conditions for employees during loading and transportation
- **Sell**: Communicate product sustainability claims clearly via labels, certifications, and marketing materials, and educate customers and employees on sustainable products
- **End-of-Life**: Extend product lifespan by repairing and refurbishing, recycling, and reusing through resale, rental, or take-back initiatives